50

The stay is two weeks.
The result lives in the other fifty.

THE SUPERVISED CONTINUITY LAYER FOR LONGEVITY HOSPITALITY

Invisible. White-labelled. Owned by the guest, branded by your property — **present in the fifty weeks you could never reach.**

The transformation doesn’t fade in the spa.

A guest arrives, transforms over seven to twenty-one days, then flies home — about two weeks of contact, counted generously. A year has fifty-two. **The other fifty weeks, your guest is on their own.** That interval is where the result reverts, the rebooking is lost, and your proof never materialises.

It fades on a Tuesday, three weeks home — unwitnessed.

The programme is good. The guest means it. Week one home is excellent, week two is good — and around week three a launch lands, a child gets sick, a flight is delayed, and the protocol quietly loses to life. By the second month the curve has reverted to baseline. **You don’t find out** — there is no retest, only a polite maybe-next-year, or silence.

Your proof	You can’t show what you can’t see. The honest answer to ‘do your guests hold their gains?’ is a beautiful stay and a hope, with a **black box** in between.
Your rebooking	A guest whose result quietly reverted has no clinical reason to return — only a sentimental one. **Sentiment doesn’t fill suites.**
Your premium	Premium ADR rests on a promise — that the transformation lasts. The moment it reverts unseen, **so does the pricing power you charged for it.**
Your edge	Every property nearby is buying the same cryo, the same IV, the same fit-out. **None owns the interval between stays.** The first that does makes their hardware a commodity.

Longevity is the new frontier — and the proof clock has started.

Luxury hospitality is pivoting from wellness to longevity — and the unsolved problem is identical to the clinic's. The capex is already spent and the ROI is thin. **What no property owns is the governed interval between stays — where longevity outcomes, and rebookings, are actually won.**

$6.8T
→ $9.8T
GLOBAL WELLNESS ECONOMY
By 2029. Larger than tourism; ~4× pharma.
GWI, 2025

$876B
→ $1.8T
WELLNESS REAL ESTATE
Fastest-growing wellness sector, ~23.6% / yr.
GWI, 2026

$894B
WELLNESS TOURISM
A core hospitality driver, and growing.
GWI, 2024

~$610B
LONGEVITY MARKET
Vitality, metabolic health, healthspan.
Industry, 2025

1.6B
POPULATION AGED 65+
By 2050 — the demand curve for healthspan.
UN, 2024

~$2.8M
SUNK PER WELLNESS CENTRE
Average cryo / IV / biohacking fit-out; thin returns.
Industry, 2025

OUTCOME DATA CANNOT BE BACKFILLED

The property that starts collecting in **2026** holds **two years of proof by 2028**. The property that starts in 2028 has a spa.

Own the interval, and you own the outcome — the proof, the premium and the rebooking.

Adherence is a feature.
Supervised execution is a category.

Traditional wellness programmes leave hotels and guests in the same place — a great fortnight, then fragmentation. Four failure modes repeat across the segment, and every one of them lives **between** the stays.

01 · REVERSION

The result doesn't hold

Programmes are good; life wins by week three. The curve returns to baseline unseen — there is no retest to catch it.

02 · NO PROOF

You can't show it

A beautiful stay with a black box in between. When an owner asks whether guests hold their gains, there is no data — only a hope.

03 · PAMPERING

Delight, not outcomes

Data is tracked but behaviour doesn't change. Luxury-only experiences deliver a feeling, not measurable healthspan.

04 · COMMODITY

Everyone buys the same box

The same cryo, IV and fit-out fill every property nearby. Hardware alone is a race to the bottom — none of it owns the interval.

WHERE O·LIVE ENTERS

One invisible, white-labelled layer closes all four — human-in-the-loop, governed, behavioural and asset-light. It turns your fortnight into a year.

Not another spa menu.
A supervised layer under your brand.

An invisible, white-labelled continuity layer that runs under your brand and your authority — present in the fifty weeks your property could never reach. **Four moves, one governed spine.**

CONTINUE

Your programme, broken into daily, doable actions sized to the life the guest actually returns to.

DETECT

Drift caught on day 9 — not month 6 — from signals the guest already generates.

CORRECT

A correction proposed by a system that has seen the pattern before, validated by a practitioner before it reaches the guest.

PROVE

Every nudge logged, auditable and attributable — so when the guest rebooks, you can prove why.

ALWAYS A HUMAN IN THE LOOP

A practitioner stays the authority; the AI is the accelerator — every suggestion governed, contestable, and learning from their corrections. **Governance isn't the compliance burden — it's the product.**

Five ambient layers.
One governed spine.

O·live orchestrates from the sensors and services your property already has — turning a stay into a measurable, recurring health relationship. **We enter through one suite, not a property overhaul.**

01 · BATHROOM

Composition & markers

Smart toilet, urinalysis, scale, air sensor, mirror → microbiome, body comp, morning air quality.

02 · BED & SLEEP

Recovery

Sleep pod / mat, circadian lighting, smart thermostat → sleep stages, HRV, circadian alignment.

03 · ENVIRONMENT

The room itself

Air, CO_2, light, noise and presence sensing → climate, light spectrum, movement patterns.

04 · WEARABLE

The guest in motion

Ring / band / watch / CGM → HRV, recovery, glucose, strain, sympathetic load.

05 · PROPERTY SERVICES

What you already sell

Spa, fitness, F&B, springs, virtual practitioners — orchestrated from existing inventory.

06 · GUEST TRUST LAYER

Control & consent

Consent dashboard, practitioner review, override controls. The guest owns the data.

REGULATED DIAGNOSTIC SPINE

160+ tests via the Regenerus integration (CQC-regulated, pre-integrated) — depth a SHA / La Prairie-tier programme won't embarrass itself with.

BETWEEN-STAYS CADENCE

Practitioner check-ins on cadence; drift caught on day 9, not month 6. The rebook trigger is a clinical signal, not loyalty points.

Start with one suite.
Prove it in six months.

A fast, contained, reference-generating proof — before a single room is redrawn. One phase de-risks the next; the property and its residences follow the evidence.

1 **Foundation & fit**

We define your longevity vision, assess current capability, and design a white-label Smart Care layer to your brand and guest mix.

consulting
4–6 weeks

2 **The Intelligence Room — the wedge**

One instrumented suite, ~6 months, 50+ opt-in guests, monthly commercial gates. Fully white-labelled; an O·live practitioner reviews every nudge.

the proof
~6 months

3 **The Property OS — the scale**

One suite → whole property + branded residences. Five ambient layers as standard, the practitioner network embedded, a live outcome dashboard for the owner.

the rollout
post-proof

WHAT THE INTELLIGENCE ROOM VALIDATES

NPS uplift vs. standard rooms · opt-in rate · incremental spa & F&B per guest · rebooking vs. property average. **Measured, not promised.**

Price to property value — not to a clinic.

Flat clinic pricing is the wrong instrument for a venue selling €5,500–40,000 stays. The model scales with deployment and captures the recurring guest relationship — **four parts, plus an anchor.**

1 **Integration & white-label setup**
Sensor integration, brand skin, staff training, governance review — the real fit-out work.
£15k–50k one-off

2 **Recurring licence**
Per instrumented suite, or per active guest-journey, per month. Scales with deployment, not a flat fee.
per suite per guest

3 **Between-stays continuity — the margin engine**
You resell the take-home OS to guests at a markup; O·live takes a per-guest fee or revenue share.
per-guest rev-share

4 **Outcome & founding-anchor**
Post-proof bonus or rev-share. The first marquee logo earns locked anchor terms in exchange for the reference.
post-proof

THE PLATFORM FEE IS A ROUNDING ERROR

Per-guest programme value: 7-day €5.5–12k · 14-day €11–22k · 21-day €19.5–40k. Delos Stay Well earns ~$30/night for ambient-only rooms with no biomarkers, governance or continuity. **O·live earns a multiple of that — and recurs between stays.**

The category is filling.
The supervised middle is open.

O·live is the governed execution layer — supervised, human-in-the-loop, behavioural, white-labelled and asset-light. **The accountability that makes everyone else's hardware and diagnostics actually change behaviour and travel home.** Not the intelligence; the follow-through.

AMBIENT ROOM TECH **Delos Stay Well**	Optimises the room — air, light, sleep. No biomarkers, governance or continuity. We sit on top of it.
LONGEVITY ROOM CONCEPTS **Rebirth**	Longevity-themed spaces inside hotels — light on supervised, accountable between-stays follow-through.
DESTINATION PROGRAMMES **CLP · SHA · Lanserhof**	Premium programmes and residence co-brands — our partners and targets, not the layer underneath.
DIAGNOSTICS-LED RESIDENCES **The Estate · Fountain Life**	Well-funded monitoring + concierge medicine; the field's own critique: more high-tech than high-touch.

THE QUESTION IS COMING

"Do your guests hold their gains?" Restaurants got reviews. Hotels got ratings. Longevity is months from its question — and outcome data cannot be backfilled. When an owner or your best guest asks, there are two answers: **the data, or the philosophy.** One books the next stay.

Set the standard.
Don’t buy it later.

We’re choosing a small founding cohort of properties across Europe to deploy supervised continuity first — **co-authors, not customers.** Their outcomes become the founding benchmarks. Their names go on the first published data in the category. Their anchor terms are held for life.

WHAT FOUNDERS RECEIVE

Anchor terms, held for life

Locked pricing for as long as you stay on platform. The list price rises; yours doesn’t.

Your name on the data

The first published benchmarks in supervised execution carry your property forward.

Roadmap authority

Shape the protocols — and the product — every property after you inherits.

Segment & catchment exclusivity

No competing property onboarded in your market. Your edge stays yours.

1 **One reference property per segment.** When it’s taken, that segment’s proof belongs to someone else — permanently. Start with one instrumented suite; prove it in six months; then wire the property and the residences.

START THE CONVERSATION

Thomas Olivier · Founder & CEO — coordinating diagnostics, execution & hospitality

thomas.o@o-live.com · o-live.com

Book a 30-minute discovery call · calendly.com/thomas-o-o-live/30min

Direct with the founder — through the build, not a sales desk.